



CALGARY
STAMPEDE

CALGARY
EXHIBITION
AND STAMPEDE
Limited

72nd

Annual

Report

1957

OFFICERS OF
Calgary Exhibition and Stampede Limited

Annual Report, 1957

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His Excellency, The Right Honourable, Vincent Massey, C.H.
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A. Ferguson	Live Stock and Grounds Superintendent
Dick Cosgrave	Arena Director
Lloyd Turner	Manager—The Corral

Committees and Directors in Charge of Departments

NOTE:—The President, Mr. F. C. Manning, and the General Manager, Maurice E. Hartnett, are ex-officio members of all Committees.

EXECUTIVE COMMITTEE : — F. C. Manning (Chairman), J. B. Cross, M. Dutton, Geo. Edworthy, H. G. Love, Ald. J. W. G. MacEwan, Ald. D. F. McIntosh, Mr. Justice M. M. Porter.

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GRANDSTAND COMMITTEE : — M. L. Brown (Chairman), H. G. Love, Fred Maxie, Dr. H. P. Wright, F. C. Manning.

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RACE COMMITTEE : — I. V. Parslow (Chairman), C. W. Adams, Max Bell, R. G. Christie, F. M. Holden, K. M. Leach, Stuart Riddle, P. J. Rock, M. Smith, F. C. Manning.

RECEPTION COMMITTEE : — R. J. Dinning (Chairman), V. W. Abercrombie, A. T. Baker, Gordon Carter, J. B. Cross, Basil Dean, R. M. Deyell, M. Dutton, Geo. Edworthy, A. M. Fraser, Gordon Fox, Hon. D. S. Harkness, M.P.; R. H. Jenkins, E. A. Locke, H. B. Macdonald, J. W. G. MacEwan, Benton Mackid, F. C. Manning, J. C. Mayne, Leishman McNeill, G. F. V. Middleton, W. C. Morley, C. O. Nickle, E. E. Peterson, Mr. Justice M. M. Porter, Geo. T. Valentine.

SATURDAY MORNING ROUND-UP COMMITTEE : — F. C. Manning (Chairman), Geo. M. Cheatham, Dick Cosgrave, C. C. Cross, Geo. Edworthy, H. G. Love, A. W. McArton, J. Scrymgeour.

STAMPEDE COMMITTEE : — Geo. Edworthy (Chairman), Geo. Cheatham, Dick Cosgrave, M. Cozart, J. B. Cross, Stuart McRae, F. C. Manning.

TRAFFIC COMMITTEE : — Gordon McGachie (Chairman), A. H. Manning, R. J. Dinning, George Shields, F. C. Manning.

ANNUAL REPORT

of the

Calgary Exhibition and Stampede Limited

For the Year Ended 30th September, 1957

TO THE SHAREHOLDERS :

Gentlemen :

538,375 people attended the 1957 Calgary Exhibition and Stampede, an increase of more than 17,000 over the previous record established in 1956. On Saturday, July 13th, 107,559 persons passed through the gates to surpass by 5,000 the previous record for any single day. Weather was excellent once again and we feel that the various features of the Exhibition and Stampede were exceptionally well received this year.

OFFICIAL OPENING AND PRESENTATION OF TROPHIES :— N. R. "Buck" Crump, President of the Canadian Pacific Railway, performed the official opening ceremonies Monday evening and the Stampede trophies were presented Saturday evening by the Rt. Hon. John Diefenbaker, Prime Minister of Canada. It was the Prime Minister's first official appearance at a public function following his election.

PARADE AND MORNING STREET ENTERTAINMENT :— The huge, colorful Stampede Parade moved smoothly and without delay before a crowd estimated to be in excess of 110,000. The crowd estimate was based on photographs of each block of the Parade Route taken under the direction of our Publicity Department. An actual count of spectators in one block was taken and the crowd density in all of the other blocks studied in arriving at the estimate. Eight fine bands from outside of the Province took part in the Parade, but your Parade Committee and Management are hopeful of bringing an even larger number to the city in future years.

Large crowds were again on the streets each morning for the unique entertainment organized by our Down Town Attractions Committee.

STAMPEDE :—Stampede entries continue to climb and this year the 11 events drew no less than 569 entries. Canadian contestants again did exceptionally well and when Marty Wood, of Bowness, was named Bronc Riding Champion it was the third time in four years that this highly-prized championship was won by a local cowboy. Thirty-four Chuck Wagons thrilled the huge crowds each evening in the colorful "Rangeland Derby."

HORSE RACING :— Agreement with the H.B.P.A. on race purses was reached only a short time before the commencement of racing and some difficulty was encountered in attempting to setup an organization to replace the R. J. Speers Corporation for the operation of horse racing in Alberta and Saskatchewan. Formation of such an organization was not completed but racing was operated most successfully under the management of Lou Davies. In order to compensate the horsemen for loss of racing in Winnipeg, racing days at Calgary were increased from 28 to 30, at Edmonton from 20 to 28, at Regina from 6 to 9. Pari-Mutuel play increased sharply at all points. Calgary's Spring Meet was hurt by unfavorable weather and track conditions which caused cancellation of two days' racing during that Meet. However, the two days were added to the extremely successful Fall Meet and Pari-Mutuel play for the year was in excess of \$4,725,000.00, an increase of \$550,000.00 from 1956. It is the hope of your board and your management

that organization of the proposed new "Western Canada Racing Association" under the direct control of the Exhibitions at Edmonton, Regina, Saskatoon and Calgary, and with Lou Davies as Manager, will soon be complete and will help to insure continuation of racing in these cities on an efficient and practical basis.

ATTRACTIONS, MIDWAY, CONCESSIONS AND FIREWORKS :— The platform show in 1957 was provided by the G. A. C. HAMID Corporation, under the management of Ernie Young. The great Royal American Shows Midway was again brought to Calgary and the Midway gross established a new record for this city. Interstate Fireworks Company provided one of the better fireworks displays which we have had in recent years.

Your management was responsible for securing as an added attraction the spectacular helicopter act of Larry Ruhl and Sandy Winters, which was used at all of our afternoon and evening performances. This act was subsequently booked by other fairs on our circuit and was an outstanding success at all of them.

ATTRACTIONS IN CORRAL STAMPEDE WEEK :— World's Championship Professional Wrestling was again featured in the Stampede Corral on Monday and Tuesday evenings of Exhibition Week and attendance showed a satisfactory increase from last year. Polack Brothers' Circus was presented in the Corral the last four afternoons and evenings and the enthusiastic response of the public to it was most gratifying. We purchased the Circus outright for the four days rather than playing on a percentage basis and admission prices were kept low, particularly for afternoon performances. As a result paid attendance for afternoon shows was 23,600 persons and the evening performances drew more than 10,000 fans.

LEO CARRILLO :— Leo Carrillo accepted the invitation of your board to come to Calgary as an honored guest of the Exhibition and Stampede. He remained in the City during most of the week and was an immensely popular figure among the thousands of people who came in contact with him. At least part of the success of the afternoon circus performances and the Friday morning children's program must be attributed to his appearances at them.

EXHIBITS :— Livestock entries increased by more than 200 this year to a total of almost 1,900. Even our expanded facilities are insufficient to meet the continued growth of the livestock show. Cattle entries alone are sufficient to comfortably fill the livestock barn and thought may soon have to be given to the provision of separate facilities for sheep and swine.

The policy which was inaugurated at Calgary in 1956 of holding a National Show for one breed of cattle each year was continued and this year it was the Hereford breed which was featured. The National Hereford Show was arranged to coincide with the Canadian Hereford Round-up which was sponsored by the Alberta and Canadian Hereford Associations and held in the Stampede Corral a week prior to the Exhibition. The Alberta Shorthorn Association has applied for a National Shorthorn Show here in 1958, and the dairy breeds have also indicated their interest in something of this sort. Classes for Guernsey cattle were added to our dairy classification in 1957 and drew a fairly satisfactory entry for a first year project.

Our Exhibits building and the "Big Teepee" still do not meet the demand for a large attractive commercial exhibits area with the result that this phase of our Exhibition does not reach the high standards set by most of our other departments.

JUNIOR AGRICULTURAL ACTIVITIES :— Calgary's first "Farm Youth Week" sponsored by the Alberta Department of Agriculture with the assistance and co-operation of our Junior Agricultural Activities Committee was held in our Agriculture Building the week commencing August 19th. The first three days of the program were devoted to an educational and recreational program which was attended by more than 70 farm boys and

girls who slept and ate their meals in the excellent facilities we now have available for these purposes. During the last two days of the week no less than 340 members of 17 4-H Clubs from Southern Alberta showed their beef and dairy calves, sheep and swine, all of which with the exception of the dairy calves were sold by auction Friday afternoon. For some years it has been the wish of your Junior Activities Committee to place their energies and some of the resources from the junior activities reserve fund behind such a program. It is the opinion of your board that the project this year was a successful one which might be expanded still further in years to come.

FRIDAY MORNING LIVESTOCK REVIEW AND CHILDREN'S PROGRAM:—Helped greatly by the personal appearance of Leo Carrillo and with the benefit of a stepped-up promotional program the children turned out for our Friday Morning Show in greater numbers than ever. Almost 25,000 persons enjoyed the varied program which included a number of selected grandstand acts, the livestock review and the draw for an excellent selection of donated prizes.

SATURDAY MORNING ROUND-UP:—Interest continues to grow in the Saturday Morning Round-Up and almost 10,000 persons were in attendance this year. The program provides at attractive prices a fine variety of entertainment including the finals of the North American Cutting Horse Championship, the International Invitational Sheep Dog Trials and the running of the consolation chuckwagon race. A feature of the show this year was the performance of the Flathead County Sheriff's Posse from Kalispell, Montana.

INDIANS : — Once again we received the finest co-operation from the Indians of the Stony, Sarcee and Blackfoot reservations who camped on the grounds in their teepees and played such an important part in our activities both on and off the Exhibition Grounds. Interest is continuing to build up in the Tribal Dances and Ceremonies which take place most evenings on the platform in the Indian Village.

MEXICAN VILLAGE : — Crowds were once again excellent at the Mexican Village and interest in this unique feature continues at a high level. Paid attendance was again in excess of 56,000. Alphonse La Brada once again directed the project and the merchandising was managed by Whitey Monette, the man who has the novelty concession at the Stampede. These two men and your General Manager travelled extensively in Mexico last winter in a search for Mexican craftsmen and an outstanding array of Mexican merchandise. The result, in the opinion of one prominent Mexican who was a guest at the Stampede, was one of the finest assortments of Mexican goods ever assembled in one place. Only a moderate net revenue is secured from this project but its popularity would seem to indicate that it is a worthwhile addition to the Exhibition and Stampede.

STAMPEDE ACCOMMODATION BUREAU : — Increased Motel and Hotel accommodation in the city has resulted in a lessening of the demand on the Stampede Accommodation Bureau for rooms in private homes. Nevertheless the Bureau which is operated for us at cost by the Canadian Rockies Tourist Association continues to perform an extremely important service and through its years of operation it has compiled an extensive list of excellent homes which are opened each year to Stampede visitors. There is never at any time a shortage of good accommodation.

PARKING, TRAFFIC AND GATES : — The use of cash registers at 4th Street East automobile gate in 1956 proved to be so successful that three more registers were purchased in 1957 for the 2nd Street East gate. We are extremely well satisfied with the use of these machines.

The handling of traffic and parking on the grounds continues in our opinion to be a most efficient operation.

PUBLICITY : — Fred Kennedy, for many years Agricultural Editor of the Calgary Herald, was hired this year as Publicity Executive of our

Company. As a result of the efforts of his department the Exhibition and Stampede has been publicized more effectively and to a far greater extent than in past years. This department has also produced two souvenir programs, one for the Spring Horse Show and one for the Exhibition and Stampede, both of which produced substantial revenue for the Company.

OTHER NEW DEPARTMENTS : — In addition to the Publicity Department two other departments have been set up during the past year which in the opinion of your management will add greatly to the efficiency of our operations. Max McAra, who has been the Company's Superintendent of Exhibit Space and Concessions during the past several Exhibitions, has now joined the permanent staff in that capacity. Mr. McAra will also promote other exhibit type shows on behalf of the Company and his first effort the "Better Living Exhibition" at the Stampede Corral this summer, proved to be an outstanding success.

Tom Hall who has been active in the Company's affairs for many years as Chairman of our Indian Committee, joined the staff this Spring and is now organizing the purchasing and stores department which he will head in our behalf.

ASSOCIATED ACTIVITIES: — Attendance at the various events other than the Exhibition and Stampede that were held on the grounds during the year ended September 30, 1957, was up 7,000 at 1,022,548. Together with the increased attendance at the Exhibition an increase of 24,000 was recorded.

Comparative figures are as follows :—

	1955-56	1956-57
Stampede Corral	638,032	620,662
Arena Rink	107,279	108,124
Agriculture Building	130,456	130,784
Race Meets	88,954	98,961
Exhibition and Stampede	521,271	538,375
Sundry	50,720	64,017
	1,536,712	1,560,923

It is also interesting to note that at the Exhibition and the Live Stock Shows and Sales held during the year, 2,468 animals, including cattle, horses, sheep and swine, were shown for prize money totalling \$38,600, and 2,683 head were sold for a total of \$618,250.00.

The Stampede Corral continues to be one of the busiest buildings of its kind on the North American continent, even though a few of the attractions which have been held there in the past have now moved to Calgary's new Jubilee Auditorium. The variety of events presented and the relationship of revenue to operating cost have been a source of satisfaction to your management.

The Calgary Stampeder Hockey Club of the Western Hockey League met with only a moderate amount of success during the 1956-57 season, although Calgary's attendance was the best in the league by a wide margin. The team finished in third place in the Prairie Division and was eliminated by the Edmonton Flyers in the first playoff round. The contract of playing coach Lee Fogolin was not renewed and Frank Currie has again assumed the coaching responsibilities in addition to his managerial duties.

The demand for Curling Ice in Calgary continues to exceed the supply with the result that the Arena Rink operated profitably and to capacity throughout the Curling Season. There would appear to be no doubt that additional curling ice on the grounds could be used to good advantage. The Arena was also used for public skating during the fall months and during the Horse Show for preliminaries and some afternoon classes.

Our enlarged and improved facilities in the Agriculture Building met with the approval of the stockmen at the Spring Bull Sale and the other livestock shows and sales held during the year. Satisfactory results were achieved at all these events, which are sponsored by the Alberta Livestock Associations and operated by the staff of the Exhibition and Stampede.

When your board acceded to the request of the Alberta Horse Breeders' Association to assume the operation of the Calgary Horse Show, it was with the hope that this event could be built into one of the finest of its kind on the continent. In the opinion of many persons it already ranks second in Canada only to the Royal Winter Fair. The show was lengthened this year from four to five days and other attractions were again interspersed with the regular horse show classes. The streamlined program seemed to meet with the approval of the crowds which were considerably greater than in 1956.

The Calgary Horse Sale which is also operated by our Company continues rather surprisingly to grow in size and this year more than 700 horses were sold at this three-day event. A moderate profit was shown on the operation of both the show and the sale.

ACKNOWLEDGMENTS: — It would obviously be impossible to acknowledge individually all of those persons and groups whose efforts have been responsible for our success. However, special acknowledgment must be made of the outstanding co-operation received from the representatives of the press, radio and television. We must also acknowledge the support received from the Mayor, the Aldermen and City Department heads, the officials of the Canadian and Provincial Governments, from our own directors, associate directors, committee chairmen and committee members, the donors of trophies and prizes, the members of the Southern Alberta Pioneers' and Old Timers' Association, the Red Cross and St. John Ambulance Association and our exhibitors, contestants and judges. May we also express our thanks to all of the staff who by their untiring efforts have contributed greatly to the success of our operation.

We are pleased to acknowledge the following new shareholders who have acquired shares in the Company during the past year:

A. T. Baker	J. D. Edworthy	K. M. Manning
N. F. Bell	Dwight Ellis	J. Malcolm McAra
Ian S. Brown	Neil S. Harvie	F. W. B. Mirtle
W. S. Denoon	R. F. Jennings	Ed. O'Connor
Norman W. Douglas	E. Peter Loughheed	N. E. Tanner

With very deep regret we must record the passing of two of our most valued members. Seldom have we suffered losses as great as in the death of Art McGuire and Arthur Crawford-Frost. Both were past presidents of our Company and also past presidents of the Western Canada Association of Exhibitions. Their wise counsel and warm personalities will be missed in Exhibition circles far beyond the confines of Calgary. Our most sincere sympathy is extended to their families.

Respectfully submitted,

F. C. MANNING,
President.

MAURICE E. HARTNETT,
General Manager.

FINANCE CHAIRMAN'S REPORT

TO THE SHAREHOLDERS :—

Gentlemen :

The Auditors' Statement appearing on pages 16 and 17 of the reports in your hands shows revenues, expenditures and profits for the year ended the 30th September, 1957. Following is a comparative statement of the results of 1957 and 1956 :—

REVENUE

Exhibition and Stampede Week :—

	1957	1956
Gate and Grandstand Takings	\$433,087.51	\$423,272.32
Exhibits Space, Concessions and Midway (net) ..	150,490.95	129,518.15
Stampede Week, Donations and Entry Fees	21,117.20	21,160.20
Advertising	673.00	776.00
Corral Attractions	16,840.51	7,913.96
Racing : Net Revenue	75,351.94	102,223.25
Horse Show and Sale	42,654.37	34,349.25
Other :		
Rents, General	20,796.69	28,482.72
General Donations	66,183.10	13,038.43
Interest	6,007.53	6,348.88
Sundry Revenue	6,666.47	3,154.43
Net Revenue on Operations of the Corral and Arena	101,638.67	85,592.82
Commission on Provincial Tax	6,957.11	
	<u>\$948,465.05</u>	<u>\$855,830.41</u>

EXPENSES

Exhibition and Stampede Week — before ap-
portionment of charges for general expendi-
tures and improvements to plant and buildings:

Wages	\$ 58,021.58	\$ 58,410.85
Stampede Expenses	50,986.96	51,302.53
Stampede Prizes	57,437.38	53,961.45
General Prizes	34,727.20	31,807.75
Judges' Fees and Expenses	2,160.00	1,980.00
Exhibits Expense	3,259.16	3,370.68
Music and Evening Attractions	32,296.78	24,505.50
Indian Expense	5,669.73	5,621.50
Parade and Street Display	8,207.99	8,925.16
Morning Street Entertainment	4,781.83	5,746.57
Composers' and Authors' Association	554.18	425.96
General Grounds Expense	30,894.25	37,611.02
Marquee Rental	5,884.43	5,248.33
Accommodation Bureau	1,022.95	1,001.91
Saturday Morning Roundup	5,295.90	4,533.00
Mexican Village	(1,577.84)	3,490.93

	1957	1956
Horse Show and Horse Sale	37,394.95	34,681.74
General Expenditure — Chargeable to all Sources of Revenue :		
Administration Expense	84,084.10	75,637.60
Grounds Maintenance	54,512.95	55,175.92
Workmen's Compensation and Unemployment Insurance	2,085.86	3,110.48
Advertising and Printing	46,709.46	31,970.13
Grants and Memberships	3,109.90	5,339.72
Insurance	10,955.29	14,274.62
Interest and Exchange	2,952.97	2,411.14
Pension Plan	9,236.17	7,570.67
Group Medical Plan	1,317.73	948.21
Group Life Insurance Plan	688.05	
Sundry Expense	1,828.97	346.41
Net Cost of Operating Agric. Building	838.18	
	<u>\$555,337.06</u>	<u>\$529,409.28</u>
Net Operating Profit Before Deducting Cost of Plant	\$393,127.99	\$326,429.63
Add Insurance on Barn 40	5,104.00	
	<u>\$398,231.99</u>	<u>\$326,429.63</u>
Expenditure on Plant Necessary to earn the foregoing revenue	70,194.44	913,958.62

You will observe that in 1956 we spent on Plant and Expenditures \$913,958.62 of which \$241,281.00 was money we had not earned or taken in.

Out of this year's earnings we have recovered that over-expenditure and have paid off the balance owing on the mortgage on the Corral and finished paying for the Agriculture Building. These things done we have available for future commitments and work in progress \$114,173.47 out of this year's earnings, these latter activities authorized and proposed are as follows :—

In Progress :—	
Race track resurfacing	\$17,000.00
Manager's residence	15,000.00
Acquisition of land	22,000.00
Preliminary expenditure re Exhibits Building	44,250.00
	<u>\$98,250.00</u>
Proposed Projects :—	
Spur track	\$24,000.00
Roof drainage on Agriculture Building	5,400.00
	<u>\$29,400.00</u>

The Agriculture Building has been set up as a department in the same way as the Arena and Corral. This facilitates its operations for agricultural activities but also encourages its use for revenue uses unrelated to Agriculture. This revenue is important as it assists the Company in making the facilities available to Agriculture without charge. As a result in its first

year's operation the New Building showed an operating deficit of only \$838.18, although no charge for either building or operation cost was made to any agricultural activity.

The reserve for Junior Agricultural Activities now stands at \$38,160.89 after charging this year's expenditures of \$4,460.00 and \$12,582.00 received as a result of the Kinsman Club car award at this year's exhibition.

This year for the first time the Calgary Exhibition and Stampede itself operated all race meets held on the grounds. The revenue from racing reflects the track share of pari-mutuel play, breaks, program concession and gate including part of the Stampede Week gate. All direct race expenses were charged to racing but no charge for administration, property maintenance, fire and liability insurance or depreciation on improvements were charged before calculating the profit shown.

Improvements on the Company's grounds have a sound value of four million (\$4,000,000.00), although they are shown in the statement at \$500.00.

The fact that no depreciation is charged in calculating the profit for any activity using these facilities must be borne in mind constantly when examining the figures shown in the statement as profits.

The Cafeteria operated by Restaurants Limited has been a great convenience to our patrons and its first year's operations indicate that it may become a most successful and profitable venture.

The splendid results obtained this year in the face of rising costs are a splendid tribute to the talent and industry of our Manager and his loyal, hard-working staff.

Outside of the grants totalling \$300,000.00 received from the two governments in 1956 for the Agriculture Building all of the improvements made on the grounds of the association have been earned by it. Moreover, as a result of its activities, large sums are annually paid to the Government in taxes. This year the net tax paid to Government exceeded \$225,000, or more than \$1.00 out of every \$3.00 in excess of expenses that were earned by the Association.

I think that it is important to repeat what I have said in my last two reports. This Company cannot long continue to meet from earnings alone the demands for capital improvements properly made upon it by our people. It is the only Company of its class on the continent that has been able so far to do so. Uncontrollable increase in costs and limits of new sources of revenue preclude the Company from providing out of earnings, facilities as rapidly as they are needed by the public.

If we are to serve our people properly we must look for financial contributions from taxing bodies which have no obligation to provide to the public facilities of the type now furnished by this association.

The measure of our effort is apparent from the facts of this statement which show us out of debt and out of money.

M. M. PORTER,
Director in Charge of Finance.

AUDITOR'S REPORT

23rd October, 1957.

To the Shareholders,
Calgary Exhibition and Stampede Limited,
Calgary, Alberta.

Sirs :—

We have completed our audit of the books of account of your Company for the year ended 30th September, 1957, and submit herewith the following statements which we have verified with the books :

1. Balance sheet as at 30th September, 1957.
2. Statement of revenue and expenditure for the year ended 30th September, 1957.

After the recovery of the 1955/56 excess of expenditure over revenue in the amount of \$201,281.20 the operations for the current year show an amount of \$114,173.47 excess of revenue over expenditures which has been credited to a reserve for future commitments and work in progress.

Improvements to the buildings and equipment have been made during the year in the amount of \$70,194.44, which amount includes the cost of increasing and paving the parking area and additions to the Agriculture and Administration Buildings.

Provisions have also been made for the Junior Agricultural Activities in the sum of \$12,582.88.

On 30th September, 1957, the debentures issued in respect of the Stampede Corral were retired in full. In accordance with the established practice of the Company, the cost of the Corral in the amount of \$1,389,974.93 has been charged to the accumulated reserves provided out of revenue in previous years.

All the plants, buildings and equipment including the cost of the Corral, are shown on the balance sheet at the nominal value of \$500.00.

CERTIFICATE

We have examined the balance sheet of the Calgary Exhibition and Stampede Limited as at 30th September, 1957, and the statement of revenue and expenditure for the year ended on that date and have obtained all the information and explanations we have required. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion the accompanying balance sheet and statement of revenue and expenditure are properly drawn up so as to exhibit a true and correct view of the state of the affairs of the company as at 30th September, 1957, and the results of its operations for the year ended on that date, according to the best of our information and the explanations given to us and as shown by the books of the Company.

HARVEY, MORRISON & CO.,
Chartered Accountants.

Calgary Exhibition and Stampede Limited

Balance Sheet as at 30th September, 1957

ASSETS

Current :

Cash on hand	\$ 2,250.00	
Cash in bank	57,508.09	
Accounts receivable	28,507.42	
Accrued interest on bonds	8.75	
Government of Canada 2% bonds, due 1st October, 1957 (Par \$75,000.00)	74,325.00	\$162,599.26

Deposits :

Western Canada Hockey League and T.C.A.	7,925.00
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Deferred Expenses :

Prepaid insurance	\$ 10,765.69	
Hockey expenses prepaid	20,561.89	
Exhibits expenses deferred	105.00	31,432.58

Reserve Fund :

Government of Canada bonds :—

3% Perpetual—Par value ... \$ 7,000.00	Cost \$ 6,268.50	
3¼ % Due 1st October, 1979—		
Par value	93,000.00	Cost 93,056.25
		99,324.75
	<u>\$100,000.00</u>	

Capital Assets :

Property and equipment — nominal value (Arena, show buildings, corral, equipment, etc.)	500.00
	<u>\$301,781.59</u>

Approved on behalf of the Board :

F. C. MANNING, Director.

M. M. PORTER, Director.

Calgary Exhibition and Stampede Limited

Balance Sheet as at 30th September, 1957

LIABILITIES

Current :

Accounts payable \$ 39,386.33

Deferred Credits :

Prepaid concessions and seats \$ 9,224.40

Prepaid donations for prizes 204.00 9,428.40

Reserve for Junior Agricultural Activities 38,160.89

Reserve for Operating Contingencies 100,000.00

Reserve for Future Commitments and Works in Progress 114,173.47

Capital :

Authorized :

5,000 shares of \$1.00 each \$5,000.00

Issued :

3,140 shares of \$1.00 each \$ 3,140.00

Less Uncalled 2,507.50 632.50\$301,781.59

CALGARY, Alberta,

23rd October, 1957.

Audited and certified in terms of our attached report of this date.

HARVEY, MORRISON & CO.,
Chartered Accountants.

Calgary Exhibition and Stampede Limited

Statement of Revenue and Expenditure For the Year Ended 30th September, 1957

EXPENDITURES

Exhibition and Stampede Week — before apportionment of charges for general expenditure and improvements to plant and buildings			
Wages	\$	58,021.58	
Stampede expense		50,986.96	
Stampede prizes		57,437.38	
General prizes		34,727.20	
Judges' fees and expenses		2,160.00	
Exhibits expense		3,259.16	
Music and evening attractions		32,296.78	
Indian expense		5,669.73	
Parade expense		8,207.99	
Morning street entertainment		4,781.83	
Composers, Authors and Publishers Protective Association		554.18	
General grounds expense		30,894.25	
Marquee rental		5,884.43	
Accommodation Bureau		1,022.95	
Saturday morning round-up		5,295.90	\$ 301,200.32
Racing and Pari-Mutuels — before apportionment of charges for general expenditure and improvements to land, plant and buildings.			
Expense	\$	202,120.92	
Race purses		257,000.00	459,120.92
Horse Show and Sale Costs			37,394.95
General Expenditure :			
Administration expense	\$	84,084.10	
Grounds maintenance		54,512.95	
Workmen's Compensation		1,102.87	
Unemployment Insurance		982.99	
Advertising and printing		46,709.46	
Grants and memberships		3,109.90	
Insurance		10,955.29	
Interest and exchange		2,952.97	
Pension plan		9,236.17	
Group medical plan		1,317.73	
Group life insurance plan		688.05	
Sundry expense		1,828.97	
Net cost of operating Agriculture Building		838.18	218,319.63
Expenditures on improvements and additions to plant and buildings necessary to earn the income of the Company.			
Paving, lighting system, parking lot, equipment, calliope, extension to Agriculture and Administration buildings, etc.			70,194.44
Provisions : Reserve for Junior Agricultural Activities			
Activities	\$	12,582.88	
Reserve for future commitments and work in progress		114,173.47	126,756.35
Recovery of Excess of Expenditures over Revenue for the year 1955/56			201,281.20
			<u>\$1,414,267.81</u>

Twenty-Eight Years of Progress

	1930	1931	1932	1933	1934	1935	1936
Monday.....	34,709	32,058	26,600	27,474	31,371	32,258	32,414
Tuesday.....	29,151	25,784	24,796	28,127	29,956	33,155	31,419
Wednesday..	39,764	37,808	29,289	29,919	32,771	35,328	32,231
Thursday.....	27,526	26,501	22,503	30,637	34,675	35,017	31,017
Friday.....	27,259	33,918	37,331	37,551	47,165	45,096	46,513
Saturday.....	44,217	42,049	34,157	34,728	38,640	41,954	39,856
	202,626	198,118	174,676	188,436	214,578	222,808	213,450

	1937	1938	1939	1940	1941	1942	1943
Monday	36,260	38,541	39,419	42,755	50,574	50,962	51,233
Tuesday.....	33,231	30,289	33,829	30,997	35,741	34,168	30,041
Wednesday..	34,574	32,162	35,195	37,092	38,259	39,757	37,550
Thursday.....	31,407	30,587	34,587	34,581	35,524	35,210	36,074
Friday.....	48,483	50,768	54,069	55,555	59,203	59,049	62,466
Saturday.....	36,599	41,083	42,936	43,869	48,119	15,135	48,488
	220,554	223,425	240,035	244,849	267,420	234,281	265,852

	1944	1945	1946	1947	1948	1949	1950
Monday.....	52,040	59,481	64,692	63,911	64,854	70,951	73,979
Tuesday.....	35,300	38,271	47,545	43,672	49,612	66,943	45,004
Wednesday..	42,245	43,189	59,389	53,958	63,575	72,307	73,501
Thursday.....	35,892	39,730	43,936	42,047	51,502	48,301	45,967
Friday.....	68,336	65,559	70,175	71,954	78,426	78,612	72,793
Saturday.....	51,645	47,871	54,011	58,922	69,014	70,840	61,891
	285,458	294,101	339,748	334,464	376,983	407,954	373,135

	1951	1952	1953	1954	1955	1956	1957
Monday.....	59,461	78,175	80,520	76,267	87,842	97,663	98,836
Tuesday.....	63,874	55,555	65,491	69,481	80,864	84,458	79,050
Wednesday..	70,601	66,766	72,911	75,930	82,265	87,156	88,683
Thursday.....	53,890	55,861	57,661	66,542	66,467	74,468	70,610
Friday.....	79,820	89,040	94,017	100,755	102,706	81,292	93,637
Saturday.....	80,621	87,743	81,237	93,306	100,874	97,234	107,559
	408,267	433,140	451,837	482,281	520,794	521,271	538,375

IN APPRECIATION

The President, Officers and Directors of the Calgary Exhibition and Stampede wish to take this opportunity to express their sincere thanks to the following firms and business men who have donated trophies, prizes or have augmented the prize money offered in the Stampede events, Stampede Parade, Children's Live Stock Review, the Live Stock and other Departments.

Stampede Events

Alberta Distillers Limited, Calgary; Biltmore Hats Ltd., Guelph, Ont.; Henry Birks & Sons Limited; Calgary Brewing and Malting Co. Limited; Calgary Power Limited and G. A. Gaherty; Calgary Herald, Basil Dean; Canada Safeway Limited, Calgary; Canadian Legion, B.E.S.L., Calgary Branch No. 1; Canadian Western Natural Gas Company Ltd., Calgary; T. Eaton Company (Canada) Ltd., Calgary; General Supplies Ltd., Calgary, Fred Stapells; Great Western Garment Co., C. D. Jacox, Edmonton; R. H. C. Harrison, Calgary; Hudson's Bay Company, Calgary; Mr. Peter Hume, Calgary; Imperial Oil Ltd., Calgary; Mr. George Leacock, Toronto; Mr. Gordon Love, Radio Station C.F.C.N., Calgary; Mr. H. B. Macdonald, M.L.A., Calgary; Hotel Palliser, Calgary; Royal and Noble Hotels, Mr. A. D. Davis, Calgary; Shortt's Jewellery Store, Calgary; Sicks' Brewery (Alberta) Ltd.; Standard Gravel & Surfacing Co. Limited, Mr. M. Dutton, and Reg. F. Jennings, Calgary; John B. Stetson Co., Philadelphia and Brockville; Western Canadian Greyhound Lines Limited; Union Milk Co., E. E. Peterson; United Grain Growers Ltd., Calgary; York Hotel, Geo. Cristall.

Stampede Parade

T. Eaton Company (Canada) Limited; Farm and Ranch Review, Calgary; Hook Signs Limited, Calgary.

Friday Morning Children's Livestock Review

Alberta Pacific Grain Company (1943) Limited; J. H. Ashdown Hardware Company, Limited; Burns & Co. Limited; North Star Oil Limited, Winnipeg; Union Milk Co., Calgary, James Wordie; Hudson's Bay Company Store, Calgary.

Live Stock

Alberta Aberdeen-Angus Association, per Mrs. D. Banks, Secretary; Canadian Belgian Horse Assn., per R. Trepanier, Secretary; Alberta Hereford Breeders' Association, per L. W. Bond, Secretary; Alberta Holstein Friesian Association, per J. W. Hosford, Secretary; Canadian Shorthorn Association, per H. R. White, Secretary; Manning-Egleston Lumber Co., Calgary; Mrs. Will Moodie, DeWinton, Alberta; Henry Birks & Sons Ltd., Calgary; Alberta Clydesdale Horse Association, per J. G. Stothart; Clydesdale Horse Association of Canada, per T. P. Devlin, Secretary; Canadian Percheron Association, per H. E. Salter, Secretary; Mrs. Florence Slatter, Woodstock, England; Alberta Ayrshire Club, per R. F. Smith.

Other Departments

J. H. Ashdown Hdwe. Co., Calgary; Calgary Sketch Club, Calgary; Calgary Drafting & Blue Print Co., Calgary; Calgary Herald; Chinook Building Supplies, Calgary; Department of Indian Affairs; Dominion Bridge Co. Ltd., Calgary; Manning-Egleston Lbr. Co., Calgary; Canadian Art Gallery, Calgary; Taylor Plastics, Calgary; Universal Hobby Supplies, Calgary; Buckhorn Ranch, Clifton C. Cross Co. (Alberta) Ltd.; Canadian Restaurant Assn.

